

In the claims:

Please amend the claims as follows:

1. (Currently Amended) A method comprising:
determining a score for one of a set of content elements in a pool, said score being responsive to a predicted interest in said one content element by an individual recipient;
comparing said score with a ~~selected~~ threshold; and
choosing whether to distribute said one content element to said individual recipient, in response to said comparing.
2. (Currently Amended) A method as in claim 1 further comprising adjusting said ~~selected~~ threshold in response to comparing.
3. (Currently Amended) A method as in claim 1 further comprising adjusting said ~~selected~~ threshold in response to said individual recipient.
4. (Cancelled) A method as in claim 1, including steps for
adjusting said selected threshold in response to said steps for comparing;
noting a plurality of content elements in said pool, each having an associated score, in response to said steps for adjusting;
selecting one of said plurality in response to said scores.
5. (Cancelled) A method as in claim 1, including steps for
noting a plurality of content elements in said pool, each having an associated score, in response to said step of comparing;
selecting one of said plurality in response to said scores.
6. (Original) A method as in claim 1, wherein a number of said individual recipients is substantially greater than a number of content elements in said pool.

7. (Previously Amended) A method as in claim 1 further comprising:
repeating said determining and comparing, for a plurality of content elements in said pool; and
selecting one of said plurality in response to said scores.

8. (Currently Amended) A method as in claim 7 further comprising adjusting said ~~selected~~ threshold in response to said comparing.

9. (Currently Amended) A method as in claim 7 further comprising adjusting said ~~selected~~ threshold in response to said individual recipient.

10. (Cancelled) A method as in claim 7, including steps for:
adjusting said selected threshold in response to said steps for comparing;
noting a plurality of content elements in said pool, each having an associated score, in response to said steps for adjusting;
selecting one of said plurality in response to said scores.

11. (Cancelled) A method as in claim 7, including steps for:
noting a plurality of content elements in said pool, each having an associated score, in response to said step of comparing;
selecting one of said plurality in response to said scores.

12. (Currently Amended) A method as in claim 7 wherein said selecting is responsive to said ~~selected~~ threshold.

13. (Currently Amended) A method as in claim 1 repeating said further comprising repeating said determining, comparing, and choosing, until a selected condition occurs.

14. (Currently Amended) A method as in claim 13 further comprising adjusting said ~~selected~~ threshold in response to said comparing.

15. (Currently Amended) A method as in claim 13 further comprising adjusting said ~~selected~~ threshold in response to said individual recipient.

16. (Cancelled) A method as in claim 13, including steps for
adjusting said selected threshold in response to said steps for comparing;
noting a plurality of content elements in said pool, each having an associated score, in
response to said steps for adjusting;
selecting one of said plurality in response to said scores.

17. (Cancelled) A method as in claim 13, including steps for
noting a plurality of content elements in said pool, each having an associated score, in
response to said step of comparing;
selecting one of said plurality in response to said scores.

18. (Previously Amended) A method as in claim 13 wherein said selected condition is
responsive to a number of times said determining is performed.

19. (Original) A method as in claim 13, wherein said selected condition is that at least
one content element in said pool is chosen for distribution.

20. (Previously Amended) A method as in claim 34 further comprising selecting a new
pool that differs from said pool.

21. (Previously Amended) A method as in claim 20 wherein said selecting said new
pool includes replacing said pool entirely.

22. (Original) A method as in claim 20, wherein said steps for selecting said new pool
include steps for:
selecting an individual content element for addition to said pool; and
selecting an individual content element for removal from said pool.

23. (Previously Amended) A method as in claim 20 wherein said selecting said new pool are selected based on timing information.

24. (Currently Amended) A system including:
a score for one of a set of content elements in a pool, said score being responsive to a predicted interest by an individual recipient of said one content element to a recipient;
a result of comparing said score with a ~~selected~~ threshold; and
a communication path disposed for coupling said one content element to said individual recipient, in response to said result of comparing.

25. (Original) A system as in claim 24, including an adjusted threshold, said adjusted threshold being in response to said result of comparing.

26. (Original) A system as in claim 24, including an adjusted threshold, said adjusted threshold being in response to said individual recipient.

27. (Currently Amended) A system including:
a plurality of scores for content elements in a set of content elements in a pool, said scores being responsive to a predicted interest by an individual recipient of said one content element to a recipient;
a result of comparing said scores with a ~~selected~~ threshold;
an adjusted threshold, said adjusted threshold being determined in response to said result for comparing;
a communication path disposed for coupling said one content element to said individual recipient, in response to said result of comparing; and
a selected one of said content elements, said selected one being in response to said scores and said adjusted threshold.

28. (Original) A system as in claim 24, wherein a number of said individual recipients is substantially greater than a number of content elements in said pool.

29. (Currently Amended) A system including:
a plurality of scores for content elements in a set of content elements in a pool, said scores being responsive to a predicted interest by an individual recipient of said one content element to a recipient;
a result of comparing said scores with a ~~selected~~ threshold; ~~and~~
~~an adjusted threshold, said adjusted threshold being in response to said result for comparing;~~
an adjusted threshold, said adjusted threshold being in response to said result for comparing;
a corresponding set of results of comparing said plurality of scores with said adjusted threshold;
a communication path disposed for coupling said one content element to said individual recipient, in response to said result of comparing; and
a selected one of said content elements, said selected one being responsive to said set of results of comparing.

30. (Previously Amended) A system as in claim 35 including a new pool that differs from said pool.

31. (Previously Amended) A system in claim 30 wherein said new pool is in response to replacing said pool entirely.

32. (Currently Amended) A ~~system~~method as in claim 30, wherein said new pool includes an individual content element added to said pool, and excludes an individual content element removed from said pool.

33. (Previously Amended) A method as in claim 20 wherein content elements in said new pool are selected based on timing information.

34. (Previously Added) A method as in claim 1 further comprising selecting a pool of content elements from said set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

35. (Currently Amended) A system method as in claim 24 further comprising a pool of content elements selected from said set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

36. (Currently Amended) A system including:
means for determining a score for one of a set of ~~said~~ content elements in a pool, said score being responsive to a predicted interest in said one content element by an individual recipient;
means for comparing said score with a ~~selected~~ threshold; and
means for choosing whether to distribute said one content element to said individual recipient, in response to said comparing.

37. (Currently Amended) A system as in claim 36 further comprising means for adjusting said ~~selected~~ threshold in response to comparing.

38. (Currently Amended) A system as in claim 36 further comprising means for adjusting said ~~selected~~ threshold in response to said individual recipient.

39. (Previously Added) A system as in claim 36 wherein a number of said individual recipients is substantially greater than a number of content elements in said pool.

40. (Currently Amended) A system as in claim 36 further comprising:
means for repeating said determining and comparing, for a plurality of content elements in said pool; and
means for selecting one of said plurality in response to determining and comparing-scores performed by said means for determining and comparing.

41. (Currently Amended) A system as in claim 40 further comprising means for adjusting said ~~selected~~ threshold in response to said comparing.

42. (Currently Amended) A system as in claim 40 further comprising means for adjusting said ~~selected~~ threshold in response to said individual recipient.

43. (Currently Amended) A system as in claim 40 wherein said means for selecting selects the one of said plurality responsive to said ~~selected~~ threshold.

44. (Currently Amended) A system as in claim 36 further comprising means for repeating said determining, comparing, and choosing, until a selected condition occurs.

45. (Currently Amended) A system as in claim 44 further comprising means for adjusting said ~~selected~~ threshold in response to said comparing.

46. (Amended) A system as in claim 44 further comprising means for adjusting said ~~selected~~ threshold in response to said individual recipient.

47. (Previously Added) A system as in claim 44 wherein said selected condition is responsive to a number of times said determining is performed.

48. (Previously Added) A system as in claim 44 wherein said selected condition is that at least one content element in said pool is chosen for distribution.

49. (Previously Added) A system as in claim 36 further comprising means for selecting a pool of content elements from said set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

50. (Currently Amended) A system as in claim 49 further comprises means for selecting a new said pool that differs from said pool ~~that differs from said pool~~.

51. (Previously Added) A system as in claim 50 wherein said means for selecting said new pool includes means for replacing said pool entirely.

52. (Previously Added) A system as in claim 50 wherein said means for selecting said new pool includes:

means for selecting an individual content element for addition to said pool; and
means for selecting an individual content element for removal from said pool.

53. (Previously Added) A system as in claim 50 wherein said means for selecting said new pool include means for selected based on timing information.

54. (Currently Amended) A computer program comprising:
a scoring code segment structured and arranged to determine a score for one of a set of content elements in a pool, a score being responsive to a predicted interest in said one content element by an individual recipient;
a comparing code segment structured and arranged to compare said score with a ~~selected~~ threshold; and
a decision code segment structured and arranged to choose whether to distribute said one content element to said individual recipient, in response to said comparing.

55. (Currently Amended) A computer program as in claim 54 further comprising an adjusting code segment structured and arranged to adjust said ~~selected~~ threshold in response to comparing.

56. (Currently Amended) A computer program as in claim 54 further comprising an adjusting code segment structured and arranged to adjust said ~~selected~~ threshold in response to said individual recipient.

57. (Previously Added) A computer program as in claim 54 wherein a number of said individual recipients is substantially greater than a number of content elements in said pool.

58. (Currently Amended) A computer program as in claim 54 further comprising:
a repeating code segment structured and arranged to repeat said determining and comparing, for a plurality of content elements in said pool; and
a selecting code segment structured and arranged to select one of said plurality in response to ~~said determining and comparing~~scores performed by the repeating code segment.

59. (Currently Amended) A computer program as in claim 58 further comprising an adjusting code segment structured and arranged to adjust said ~~selected~~ threshold in response to said comparing.

60. (Currently Amended) A computer program as in claim 58 further comprising an adjusting code segment structured and arranged to adjust said ~~selected~~ threshold in response to said individual recipient.

61. (Currently Amended) A computer program as in claim 58 wherein said selecting code segment selects the one of said plurality responsive to said ~~selected~~ threshold.

62. (Currently Amended) A computer program as in claim 54 further comprising a repeating code segment structured and arranged to repeat said determining, comparing, and choosing, until a selected condition occurs.

63. (Currently Amended) A computer program as in claim 62 further comprising an adjusting code segment structured and arranged to adjust said ~~selected~~ threshold in response to said comparing.

64. (Currently Amended) A computer program as in claim 62 further comprising an adjusting code segment structured and arranged to adjust said ~~selected~~ threshold in response to said individual recipient.

65. (Previously Added) A computer program as in claim 62 wherein said selected condition selects responsive to a number of times said determining is performed.

66. (Previously Added) A computer program as in claim 62 wherein said selected condition is that at least one content element in said pool is chosen for distribution.

67. (Currently Amended) A computer program as in claim 54 further comprising a first selecting code segment structured and arranged to select a pool of content elements from said set of control elements, said pool having a plurality of content elements, but less than all of said set of content elements.

68. (Previously Added) A computer program as in claim 67 further comprising a second selecting code segment structured and arranged to select a new said pool that differs from said pool.

69. (Previously Added) A computer program as in claim 68 wherein said second selecting code segment includes a code segment for replacing the said pool entirely.

70. (Currently Amended) A computer program as in claim ~~68~~⁶⁷ wherein said second selecting code segment is structured and arranged to:

select an individual content element for addition to said pool; and

select an individual content element for removal from said pool.

71. (Currently Amended) A computer program as in claim 68 wherein said second selecting code segment ~~selects~~^{is selected} based on timing information.

72. (Currently Amended) (Re-presented-previously allowed claim 5) A method comprising:

determining a score for more than one of several different content elements in a pool of content elements, said scores being responsive to a predicted interest in said different content elements by an individual recipient;

comparing said scores with a ~~selected~~ threshold;

noting a plurality of content elements in said pool, each having an associated score, in response to said comparing;

selecting one of said plurality in response to said scores; and

choosing whether to distribute at least one of said one content elements to said individual recipient, in response to said comparing.

73. (Currently Amended) The method of claim 72 further comprising adjusting said ~~selected~~ threshold in response to said comparing.

74. (Previously Added) The method of claim 72 further comprising selecting said pool of content elements from a set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

75. (Previously Added) A method as in claim 72 further comprising repeating said determining and comparing, for a plurality of content elements in said pool.

76. (Currently Amended) The method of claim 75 further comprising:
adjusting said ~~selected~~ threshold in response to said comparing; and
noting a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

77. (Currently Amended) A method as in claim 75 further comprising repeating said choosing until a ~~selected~~ condition is satisfied.

78. (Currently Amended) The method of claim 77 further comprising:
adjusting said ~~selected~~ threshold in response to said comparing; and
noting a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

79. (Currently Amended) (Related to previously allowed claim 5) A system comprising:
means for determining a score for more than one of several different content elements in a pool of content elements, said scores being responsive to a predicted interest in said different content element by an individual recipient;
means for comparing said scores with a ~~selected~~ threshold;
means for noting a plurality of content elements in said pool, each having an associated score, in response to said comparing;
means for selecting one of said plurality in response to said scores; and
means for choosing whether to distribute at least one of said content elements to said individual recipient, in response to said comparing.

80. (Currently Amended) The system of claim 79 further comprising means for adjusting said ~~selected~~ threshold in response to said comparing.

81. (Previously Added) The system of claim 79 further comprising means for selecting said pool of content elements from a set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

82. (Previously Added) A system as in claim 79 further comprising means for repeating said determining and comparing, for a plurality of content elements in said pool.

83. (Currently Amended) The system of claim 82 further comprising:
means for adjusting said ~~selected~~ threshold in response to said comparing; and
means for noting a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

84. (Currently Amended) A system as in claim 82 further comprising means for repeating said choosing until a ~~selected~~ condition is satisfied.

85. (Currently Amended) The system of claim 84 further comprising:
means for adjusting said ~~selected~~ threshold in response to said comparing; and
means for noting a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

86. (Currently Amended) (Re-presented-previously allowed claim 27) A computer program for choosing whether to distribute one content element, the computer program being stored on a computer readable medium and comprising:

a scoring code segment structured and arranged to determine a score for more than one of several different content elements in a pool of content elements, said scores being responsive to a predicted interest in said different content elements by an individual recipient;

a comparing code segment structured and arranged to compare said scores with a ~~selected~~ threshold;

a noting code segment structured and arranged to note a plurality of content elements in said pool, each having an associated score, in response to said comparing;

a selecting code segment structured and arranged to selecting one of said plurality in response to said scores; and

a decision code segment structured and arranged to choose whether to distribute at least one of said content elements to said individual recipient, in response to said comparing.

87. (Currently Amended) The computer program of claim 86 further comprising an adjusting code segment structured and arranged to adjust said ~~selected~~ threshold in response to said comparing.

88. (Previously Added) The computer program of claim 86 further comprising means for selecting said pool of content elements from a set of content elements, said pool having a plurality of content elements but less than all of said set of content elements.

89. (Previously Added) The computer program as in claim 86 further comprising a repeating code segment structured and arranged to repeat said determining and comparing, for a plurality of content elements in said pool.

90. (Currently Amended) The computer program of claim 89 further comprising:
an adjusting code segment structured and arranged to adjust said ~~selected~~ threshold in response to said comparing; and
a noting code segment structured and arranged to note a plurality of content elements in said pool, each having an associated score, in response to said adjusting.

91. (Currently Amended) The computer program of claim 89 further comprising a repeating code segment structured and arranged to repeat said choosing until a ~~selected~~ condition is satisfied.

92. (Currently Amended) The computer program ~~system~~ of claim 91 further comprising:
an adjusting code segment structured and arranged to adjust said ~~selected~~ threshold in response to said comparing; and
a noting code segment structured and arranged to note a plurality of content elements in said pool, each having an associated score, in response to said adjusting.